



# HERITAGE TOURISM AND THE TEXAS HERITAGE TRAILS PROGRAM

If you enjoy traveling to experience the cultures, stories, and heritage of the diverse historic destinations throughout Texas, you are a heritage tourist. If you participate in preserving, researching, programming, and promoting historic downtowns, districts, sites, structures, and landscapes, you are our partner in developing and sustaining preservation-based heritage tourism experiences.

Both heritage tourists and heritage partners can pursue their interests through the following opportunities.

## Resources for Heritage Tourists

### Travel Guides

THC thematic travel guides allow visitors to explore the historic significance of specific people, places, and events around these topics: African Americans in Texas, the Chisholm Trail, the Red River War in the Texas Panhandle, Texas in World War II, and Texas in the Civil War.

Travel guides depicting the historic treasures, sites and heritage adventures available throughout the state are available for all 10 heritage trail regions. Select a region to explore extensively or plan a trip across several regions to experience Texas' rich regional cultural and historic diversity.

### Explore it all through the web

The travel guides, additional visitor information, and current heritage event listings can be found on the Texas Time Travel and 10 heritage trail regional websites. Go to [www.texasitimetravel.com](http://www.texasitimetravel.com) to download a travel guide or connect with the regions through their facebook pages, twitter accounts, and/or regional blogs.



Shown above: Located near Clifton in Cranfills Gap, The Old Rock Church, part of the Norse Historic District was built in 1886 by Norwegians who today utilize it for special services. Inset: Texas Heritage Trail Regions



For free travel guides  
visit [www.texasmetravel.com](http://www.texasmetravel.com).

## Resources for Heritage Partners

The Texas Heritage Trails Program is the THC's award-winning heritage tourism initiative that encourages communities, heritage regions, and the state to partner to preserve and promote Texas' historic and cultural resources.

This program emphasizes authentic, firsthand experiences of these destinations and strives to find the balance between the preservation and promotion of historic and cultural resources and the development of the visitor experience.

Successful local preservation efforts, combined with statewide marketing of heritage regions as tourism destinations, increase visitation to cultural and historic sites and bring more dollars to Texas communities, especially rural ones.

## THC Resources

The THC supports each heritage region with technical, marketing, and financial assistance, and broadly markets the Texas Heritage Trails Program and regional destinations. THC offers this resource to communities, sites, and attractions.

- Use the Heritage Tourism Guidebook to help guide your community or attraction to successful heritage development (available at no charge by mail or web download).

## Regional Resources

Each heritage region works to forge local tourism partnerships and support the region's attractions by developing its own unique blend of programs and promotions. Regions offer many opportunities to become involved in the program. Contact your regional office to learn how you can:

- List your sites, attractions, and events on one of the 10 regional websites
- Share your stories at heritage education events developed for regional partners
- Network with other heritage tourism professionals in your region
- Participate as a co-op partner in travel and trade shows across the state
- Participate in co-op advertising in Texas-targeted travel publications
- Volunteer to serve on a project task force or the regional board of directors

To contact your local regional office, visit [www.texasmetravel.com](http://www.texasmetravel.com) and select Explore By Region. If you are not sure which region you are in, please visit the Texas Heritage Trails Program page at [www.thc.state.tx.us](http://www.thc.state.tx.us).

## How To Reach Us

Tourism and marketing specialists are available to answer questions regarding the program or to consult on heritage tourism issues. Please contact us at:

Phone: 512.463.6092

Fax: 512.463.5862

Email: [community-heritage@thc.state.tx.us](mailto:community-heritage@thc.state.tx.us)



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*real places telling real stories*

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